
Post-30-

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Information Strategy Division, Office, Chief of Public Affairs, Department of the Army

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Kwajalein Hourglass:

A Tribute to the Liberators of a South Pacific Atoll



Many Army newspapers paid tributes to veterans this past Veterans Day. But one, the Kwajalein Hourglass, came up with an exceptional presentation: coverage in words and pictures of the landing, battle and victory of Kwajalein Atoll in the South Pacific in 1944. Photos were prepared by Dan Adler and text compiled by Jim Bennett.

The Hourglass is named for the insignia of the 7th Infantry Division, which liberated the island from Japanese forces in World War II. Hourglass editors are Pat Cataldo and Jim Bennett. The special issue was published November 16.

Impressions

By Sgt. Maj. Gary G. Beylickjian (USA-Ret)

Farewell To Gilmore

ARNEWS has lost a superb writer and wordsmith—Gerry Gilmore. He's moving to another governmental agency where he'll work in a new and different arena. He'll continue to write, but for a different audience through different channels.

Gilmore has been ARNEWS' senior writer for three years, and during that time created and maintained a high standard of news writing and written presentation.

Of course he'll be missed. Anyone with the zeal for and strong commitment to quality writing has to be missed. He'll do just fine in his next venture.

Thoughts of a Wishful Thinker

No New Year's resolutions for me, merely some thoughts on the coming year...

... that Army newspapers will continue to serve readers by collecting, defining and interpreting relevant news and information.

...that a small handful of post newspapers will realize there is more to content than the continuous heavy diet of articles on field exercises, changes of command, visiting VIPs and awards and decorations. These are important for professional development, so too are stories which focus on personal development.

...that articles dealing with topical issues such as sexual harassment, stress, racial hatred, alcoholism and retention be openly and frankly discussed.

...and that a handful of Army papers will realize that visual presentations are as necessary to getting the word out as verbal presentations.

(more on the back page)



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Who Reads Army Newspapers

A simple sample of
a readership survey



How many readers does your newspaper have?

How do they get their hands on it?

What do they think of it?

What do they like? What don't they like?

Questions like these must be answered to justify the personnel and costs for publishing Army newspapers, especially Army funded newspapers. And questions like these can be answered by conducting a fairly modest newspaper study.

There's an assumption here: you welcome systematic feedback from your readers—to supplement the occasional poison pen or back-slapping letter you receive. Another assumption is that you want such feedback to help you make a case for making certain changes in the newspaper, or for getting more post support for it. At least it might relieve some doubts you may have as to what happens to the paper and how it's accepted when it leaves the press.

Also, a study will go a long way to answering official requests for solid information on how the newspaper or newsletter is doing, rather than depending on anecdotal reports.

What we'll do here is outline a basic sampling procedure, explain how to get to the people who should answer a questionnaire and suggest a sample questionnaire that can be used in toto or modified for your local needs.

CREATING A SAMPLE

The purpose of a sample is to provide you with a reliable cross-section of the population for whom you are putting out the newspaper. For a sample to be representative, it must be unbiased.

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You simply cannot pick people to interview just any way you want. It must be done so any person in the readership population has the same chance as anyone else to get into the sample. So, what is the post population and how can you find a record of it to use? There's the post locator file, or you can use a combination of the SIDPERS data base and a Civilian Personnel Office data base. Although these may have some "dead" names in them, in-processors who aren't in the system and the out-processors who should no longer be in the system, the personnel files are probably the most convenient and most useable collection available from which to make a sample. Smaller units have rosters from which names may be used. The point is that you need to have all the names to come up with a valid population count.

Sample Size

Next question: what size should the sample be? Without getting into the statistical theory, 400 responses will be quite adequate for a readership study, regardless of the size of your post. Experience with mail audience surveys shows that they realize an approximate 30 to 35 % response rate. Therefore, send out at least three times as many questionnaires as are needed for analysis. With a sample that size, the result you get will be accurate and reliable within approximately 5%.

For example, if you ask how often your newspaper is read, let's say that 60% of the sample of 400 responses state they read every issue. You can be confident that if you had interviewed every single person on post, the final percentage of "every issue" readers would be between 55% and 65%. And 60% is close enough for the kinds of question you will want answered. So, in general, any percentage you get from any sample of 400 will vary from + 5% to - 5% from the total population. That's part of the reason it isn't necessary to interview everyone.

If you settle for a little less reliability, then a small sample will do. If you insist on more reliability, a larger sample will be necessary.

Getting the Sample Names

So, how do you get 1200 people from the post locator database? Here are two suggestions. For both of them, you have one additional fact—the total number of locator names in the file (data base). Your post locator says there are 23,890 names in the database when you make an inquiry (get him or her to make an estimate). To keep your math simple, let's say there are 24,000. Divide the total number of people in the database (the 24,000) by the sample size you selected (1200). The answer is 20. And, if you take one out of 20 names from the database of 24,000, you'll have the sample of 1200 persons.

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They will represent the post population. So, to generalize, if the post database numbers 48,000, and we divide that by the sample size of 1200, we would need one out of 40 names in the file.



How can we get the one out of every 40 names we need. Here's a simple procedure. You may have ideas of your own so long as the results will be unbiased.

Place the numbers 1-40, written on small slips of paper in a can, box or even your hat. Pick one. Let's say it's 13. From the alphabetical beginning of the post's or unit's database, count to the thirteenth name. The person listed is the first person in the sample. Now, count 40 more, and you're on the 53d name, and that's the second person in the sample. Keep going through the entire post file, and you'll have an unbiased sample of 1200 persons. This does take time, but the results may well be worth it.

If the number of names comes out to 1196 or 1201 or even 1205, rather than 1200, use exactly what you get. One point to bear in mind: NO SUBSTITUTES PERMITTED!

Getting the Questionnaire to the Reader

Getting the questionnaire to the names you have is the next critical phase. Use the distribution system most reliable for your post or unit. You may consider mailing (enclosing a self-addressed envelope) or other procedures (email, perhaps) which will guarantee pinpoint distribution *by name* to the person on your list.

Write a cover letter explaining the purpose of the survey and why it's important for the person to participate in the survey. Ensure the participant understands that he or she need not put names on the questionnaire or on the return envelope to ensure anonymity. And, thank the person.

The Questionnaire

A sample questionnaire follows. It is not an ideal questionnaire, but it does provide suggestions as to how to approach four main issues in your readership study. The issues deal with:

1. Exposure to the paper or periodicals
2. The distribution system
3. General evaluation of the paper
4. Content preferences

An important point is the phrasing of the questions. The idea is to offer a guide

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should you want to add more questions. It should be a goal to keep the questionnaire concise and to focus on major issues. Adding questions because they sound interesting is not recommended. You should tailor questions to fill your local needs.

PROCESSING DATA

Now that you have received 400 completed questionnaires, you can begin processing the data. It's important to keep the scope of this project at a level you can control, and it isn't essential to use sophisticated data processing techniques. A computer would be nice, but isn't necessary. A little hands-on math is often challenging.

So with paper and pencil at hand we can begin.

Make a tally sheet for each question, add individual responses and determine the percentage. This is done by dividing the number of each response by the sample size (400 respondents) . For example, the first choice had 80 responses. Divide that number by 400 and multiply by 100 and the result is 20%.

Your individual response table should be similar to this:

Frequency of Reading Newspaper

Every issue	80	20%
Most issues	120	30%
Some issues	100	25%
Very few issues	50	12.5%
Not at all	<u>50</u>	<u>12.5%</u>
	400	100%

You may want to break this down by enlisted and officers, or some other criteria. Also, bear in mind that you can ask other questions, but follow the general format in the sample which follows:

(That's it. You've got yourself a sample of a simple survey. A more detailed sample survey is in Appendix H of AR 360-81.)

A SAMPLE QUESTIONNAIRE FOR A POST NEWSPAPER READERSHIP STUDY

(1) How often do you read the CAMP SWAMPY NEWS?

- _____ every issue
- _____ most issues
- _____ some issues
- _____ very few issues
- _____ never (if never, please go to question 8)

(more)

(more) re)
(2) Do you think the CAMP SWAMPY NEWS is worth having on post?

- _____ definitely yes
- _____ probably yes
- _____ I don't know
- _____ probably not
- _____ definitely not

(3) How well does the CAMP SWAMPY NEWS do in presenting news and information?

- _____ it gives me everything I want
- _____ it gives me most things I want
- _____ it gives me some of what I want
- _____ it gives me little I want
- _____ it gives me practically nothing I want

(4) How much of what you read in the CAMP SWAMPY NEWS can you believe?

- _____ all of it
- _____ most of it
- _____ some of it
- _____ not much
- _____ none

(5) When you read it, what part or section is your favorite?

(6) What other parts or sections do you especially like to read?

(7) What part or section do you dislike?

(8) What kind of features or news would you like to see more of in the CAMP SWAMPY NEWS?

(9) What is your grade or rank? _____

(more)

(10) How long have you been on this post? _____

(11) Please add your comments:

Survey's conducted through web pages or in newspapers (which invite anyone to participate) generally are not considered valid. Because they lack controls: population definition, sample size and the unbiased selection of participants; such surveys are considered unscientific. Their results do not truly reflect all readers' opinions.

The questionnaire design in this survey is basic. An effective survey depends on proper wording, ordering (arranging questions in logical order) and pre-testing. Developing questions for surveys is the most important and often difficult part of a survey schedule. Eliciting factual information is easier than getting a true measure of opinions. A number of texts are available for guidance on effective survey development.



*Words used and Misused
From Army Newspapers*

Not *Congressional Medal of Honor*, but *Medal of Honor*. It's *Bronze Star Medal* (BSM), but *Silver Star* medal (SS). Note that the word medal is part of the Bronze Star title, but not of the Silver Star.

New record. If it's a record, it has to be new. Use *record*.

Don't spell it *consensus*, but *concensus*. The fourth letter is "c" not "s."

Watch for redundancies: "The address ended with comments from a *Jewish rabbi*. Just *rabbi* will do. "The exercise is scheduled to be held during the *summer months*." *Summer* is all that's needed. "In addition to four sports cars, he owns his *own home*. *Owens his home* should do it.

Due to—Grammarians continue to disagree over this phrase. The majority say *due to* is an adjective, and should be used as such; that means it must agree with a noun. A handful of purists say *due to* has long been established as a preposition and should not be used otherwise.

Ex: "His failure was *due to* lack of leadership." *Due to* agrees with failure thus is an adjective. It's used as a predicate.

But if we write "Due to the inclement weather, the field exercise was cancelled," *due to* is used as a preposition. By using *because of* or *owing to* in this example Army writers should have no problem.

Reflect back—"Now that Bedford has achieved his goal, he can *reflect back* on the time...." The word *reflect* has the idea of *back* built into it because of the Latin prefix "re."

All-around—Experienced writers would use *all-round*. Not *end result*, just *result*.

Ameliorate—Why would an Army newspaper use this pompous word when *improve* is better known? *In order to*. What's wrong with simply using *to*?

Hopefully—Often misused by post newspapers. "*Hopefully*, the conflict will come to a quick end." *Hopefully* should describe the feelings of a person not an entity. "*I hope* the conflict will come to a quick end" is better. -30-

ProTalk

Essays on Army journalism by Army journalists

Who are they? What do they want? How do you reach them?

Preparing a readership survey

**By Skip Vaughn, editor
REDSTONE ROCKET**

It would be fair to say that newspaper editors don't particularly enjoy doing readership surveys. At least that's my view as one of these overworked, underpaid legions.

But like it or not, readership surveys do help. And when someone else does them for you, they're not so much trouble after all. That's particularly true when the survey is done by computer.

Until recently, the Army required its newspaper editors to do periodic surveys in accordance with Army Regulation 360-81. But that's not the only reason for doing readership surveys.

Here at Redstone Arsenal, our work force grew in recent years through a merger between the former Missile Command and the former Aviation and Troop Command in St. Louis.

The resulting Aviation and Missile Command meant a new audience for the weekly newspaper here, the Redstone Rocket. My boss, Al Schwartz, the AMCOM public affairs officer, decided this summer that the Rocket should do a readership survey. He passed this assignment to Margaret Banish-Donaldson, formerly of St. Louis, who is a public affairs specialist like me. I'm the Rocket editor so I viewed last summer's survey with particular interest.

"...what their views were...where we could improve...."

Al Schwartz, PAO

"We did it for two reasons," Schwartz said of the survey. "One, because there is a regulatory requirement to do a readership survey every so many years. But that wasn't the primary reason we did it. We did it because we merged two commands during 1997 and we wanted to have a polling of all the command to find out what their views were, where we were doing well and where we could improve.

"So I guess it was the regulation that said do it. But more importantly, we had a new organization with some new people. A lot of people had retired. So it was the right time to find out our audience's views— who they were, what

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they wanted and how to reach them.”

Banish-Donaldson accepted this mission and went to the Corporate Information Center, the command’s computer organization.

“We were contacted by Margaret,” Patrick Neill, a technical facilitator and process modeler at CIC, said. “And we have a software package called Group Systems. And it’s made by Ventana Corporation (of Tucson, Ariz.). And we’ve been using the software for several years but just in the last year or two years we’ve had opportunities to do several on-site surveys and web-based surveys for local customers.”

In October 1998, CIC did an on-line survey for the command’s Strategic Planning Office. More than 200 people participated in that AMCOM self-assessment survey.

CIC did the newspaper readership survey electronically in June 1999 with more than 450 participants. Readers were asked their views on the Rocket’s amount of coverage, content and appearance.

“Probably about 2-to-3 months before that, we started planning it,” Schwartz said of the survey. “The first thing we looked at was distribution of the newspaper, because in addition to the merger a lot of people were moving from building to building. We looked at the sample questions in the regulation to see if we wanted to add or delete any of the questions. And then we started working with our Corporate Information Center to produce an on-line survey.

“One advantage (of the on-line method) is that it cuts down on mailings and it cuts down on paper. But it also cuts down on the time it takes to do a survey and get a survey recorded. Although, we also sent hard copies of the survey to everyone on our mailing list because a lot of those people are retired and we don’t know that they have computer access. But now one of the other advantages of doing it on-line is that results are tabulated automatically and immediately. As results come in, we know what people are saying.”

“...we got responses that were useful to us....” Schwartz

The response was good for both on-line and mailing. “We got a much better response on both of them than we had anticipated,” Schwartz said.

“In addition to the response rate, we got a lot of good responses. Perhaps more important than the number of responses, we got responses that were useful to us,” he said. “Useful in having a better understanding of the desires of our audience and our strengths and our shortcomings.”

The automated method is the way to go, according to Schwartz. “I’d say it was very easy and I have been in four other public affairs offices that have conducted readership surveys. And every time in the past, it’s been a massive paperwork, collating, coordinating, managing of paper, exercise. And this time, the bulk of the detail work of receiving and recording and capturing of data was done by computer.”

So, now you know how Team Redstone did its newspaper readership survey. And what did the Redstone Rocket readers have to say?

First, they gave the Rocket overall good marks on writing, readability, photography and appearance. They did say we need to be more stimulating. While 114 of the more than 450 respondents believe we make them think, 128 don’t agree. And 210 are neutral on that question.

Other concerns gleaned from the survey included distribution/receiving, photographic quality, lack of military news, and not enough retiree news.

We’re trying to get better with our weekly newspaper. And the survey process, for all you grizzled editors out there, wasn’t painful at all. –30–

Miscellanea

Fort Stewart's FRONTLINE has been running a series on the 3rd Infantry Division's Medal of Honor recipients. The detailed account of the actions of the recipients in battle is compiled by Pfc. Teresa Heist, the FRONTLINE's Life and Times editor.

The KWAJALEIN HOUR-GLASS, published on a South Pacific is-

land, has begun using color on some of its issues, and the repro is excellent, considering it's desktop. The 8x10 is chock full of news and info, classified ads and community notices and movie schedules. It's a publication for and about the soldiers and civilians who serve on tiny Kwajalein Atoll, Republic of the Marshall Islands. Editors are Pat Cataldo and Jim Bennett.



Accurate and unbiased coverage of on-post incidents can garner an Army newspaper respect and credibility. The ALASKA POST has garnered both and a bit more. By publishing stories shown left the word is out that the command's tolerance is zero when regulations are ignored and UCMJ is violated. The consequences could be serious and sometimes are. Keeping the troops "informed" and "updated" is important of an Army newspaper. Spc. Sharon McBride is editor.

There are times when line art is simply better than photographs. And the Fort Meade SOUNDOFF! shows that excellent hand drawings can support text and produce an effective visual presentation. The December 9 issue of the SOUNDOFF! asks its readers "Are You Ready?," for Y2K. The three-page feature offers plenty of tips. Story is by K.L. Vantran, editor, and excellent artwork by Glenn Foden.



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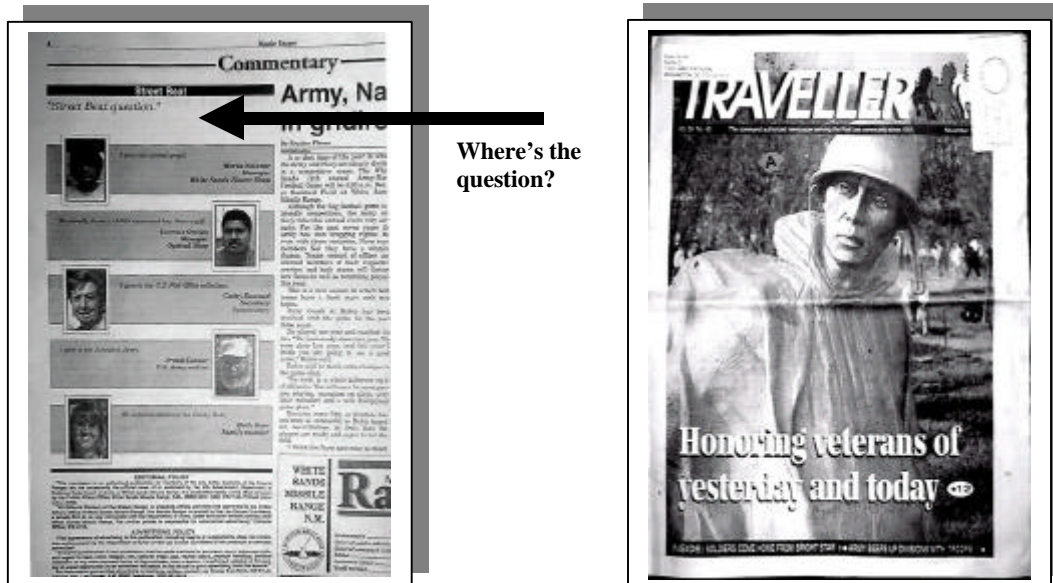


One of the most informative standing columns appearing in Army newspapers is the FRONTLINE's "Ask The Judge." The answers from queries in the December 2 issue may surprise readers living in Georgia. Some readers asked: *"Are there other consequences I may face if I have sexual relations with someone other than my spouse?"* or *"How long can I be held liable for my ex-spouse's debts?"* Ask the judge and get the answers.

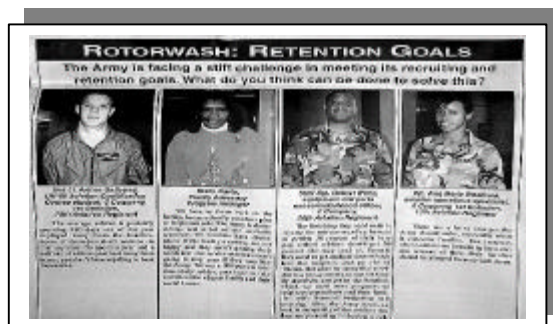
Want to know how to cook a turkey? Ask the children at Fort Sill; they've got some inviting and not so inviting ways. The double-truck presentation, published annually, is the project of Tonya L. Riley, CANNONEER's assistant editor. A great idea.



Nearly every Army newspaper has published an article or two about Y2K. Some have run continuing columns discussing, in many cases, "what ifs." MDW's PENTAGRAM and Fort Sill's CANNONEER published everything you ever wanted to know about Y2K and more. PENTAGRAM's editor is Sgt. Brenton D. Griffith and the CANNONEER's is Jean Schucker.



The Case of the Omitted Question and the Case of the Misidentified Memorial. The MISSILE RANGER (left) ran the answers to its “Street Beat Question” December 3, but someone forgot to publish the question. At right the TRAVELLER ran a commemorative for Veterans Day, but failed to correctly identify the statue on its front page. The statue is from the Korean War Veterans Memorial not the Vietnam Veterans Memorial as noted inside. Both memorials are in Washington, DC.



Fort Rucker’s ARMY FLIER has one of the best “Person on the Street” column, and its questions pull no punches. The one at left hits an important subject: retention, Soldiers interviewed told it like it was.



At left the Fort Drum BLIZZARD keeps its readers aware of the dangers of drinking and driving, a subject that can’t be underscored enough. The author of “Deadly Combination” is Pfc. Stacy Lannoye; it was published December 9.



At right, the December 3 Fort Dix POST honored great American military families in a full-page spread. Writer is Kryn Westhoven.



Two topical issues of concern to Army personnel appeared in the December issue of MERCURY: the anthrax vaccine and AIDS. Some myths were debunked and facts underscored. But more importantly, the articles were published to inform and enlighten readers. More post and unit newspapers should follow the example. Jerry Haben is the editor.

Fort Campbell's COURIER has bragging rights when it comes to consistently producing excellent sports coverage and great layouts. It's December 2 issue—at right—is just one example of the many bold and innovative presentations that place its sports pages at the top. Spc. Mindy Anderson is the **COURIER's** sports editor.



A handful of Army pubs have creative and enterprising photographers on their staffs. Paul Haring of Fort Belvoir's EAGLE is one. The photo at left, published December 2, is only one of dozen excellent shots in Haring's photographic resume.

Those who have taken chemistry classes are well aware that CO₂ is *carbon dioxide* and CO *carbon monoxide*, the subject of the article in the December 17 Fort Dix POST. Both gases should be handled with caution.



Passages from the Pages **of Army Newspapers**

A cool autumn wind whistled quietly through the leaves of the trees at the Silver Wings Golf Course, stirring up an air of anticipation as 76-year-old Fred Boswell made his way toward his next tee-box.

As the noontime rays danced across the greens, Boswell set his tee down in position at the third hole of the blue course, took a few practice swings with his four-iron and focused on his goal, which was 155 yards away.

He swung—and squinted as he strained to see which way the ball went.

To his disbelief, and the excitement of his partners—Boswell had just made his seventh hole in one.

Pfc. Akilah C. Tigner from Veteran Golfer Makes Seventh Hole in One, ARMY FLIER, November 25.

Sleep in one of Europe's restored castles if you want romance. But fall under the enchanting spell of Rothenburg ob der Tauber if you want all the German charm of winding cobble-stone streets, half-timbered houses, medieval history and novelty shops.

Beth Reece, from "Admiring The Medieval Allure Of Rothenburg," Herald Union, Dec. 1

I joined because I wanted to know how smart people think. I already know how dumb people think," said Bill Ragains, explaining his reason for joining Mensa, the international group made up of people with high intelligence.

Spc. Christopher Stape from "High IQ Organization Not On High Horse," Inside The Turret, published November 11.

I firmly believe that open and honest communication is essential if we are to alleviate misinformation, establish trust and move forward as an "Army Community of Excellence."

Col. William R. Puttmann Jr., from Ask The Garrison Commander, Hawaii Army Weekly, December 9.

Soldiers constantly perform preventive maintenance checks and services on their vehicles and equipment, but sometimes they forget to take care of the Army's most important resource: themselves.

Sgt. Chris DeHart from "Preventive Medicine Ensures Soldiers Stay Healthy, FALCON FLIER, December 14.

Lost in the shopping mall shuffle? Tired of trying to figure out who's been naughty or nice? If you're looking for a deeper meaning to the true spirit of the holiday season, the answer may not be in the depths of your credit card charges, but in the energy of various religious and cultural celebrations throughout the military and community.

Nancy Nichols Jagelka from Diversity Of Celebrations Ring In Holiday Season, New Year, PENTAGRAM, published December 17.

Terrorism is tailor made for television—quick, emotional and often gruesome 60-second spots designed for mass media coverage.

Nelia Schrum from Preventing Terrorism Goal Of Briefing, EAGLE, published December 2.

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Rhythmic beats from a great drum resonated throughout the mid-morning air, intermingling with the soul-stirring chant of a Native American Indian song.
Pfc. Akilah C. Tigner from "Native American Indians Celebrate Rich Heritage At Crafts Festival, ARMY FLIER. Published November 25.

But despite all of the organization and all of the intricate details laid out beforehand, statistically, there will be some kind of minor drama that will occur during Turkey Day. Either the bird will be dry, or 10 unexpected guests will drop by when there's only food for six.
Staci Sands from Alternate Thanksgiving Ideas And Innovations, ARMY FLIER, November 25.

I'm thankful for my family because they support me and can always lighten me when I'm in a bad mood. I'm thankful for the Army because I treasure the teamwork and unity I have within it. I'm thankful for our Country because I cherish my rights to freely do what I want. But most of all, I'm thankful because I have all these things to be thankful about.
Cpl. Cullen James from Thanks—To Whom?—Giving, SCOUT, published November 24.

This time she waited for him.
When John Kuzma arrived at the St. James Veterans Home Feb. 14—Valentine's Day—he was reunited with his wife, Florence, who had been there since January. They had been apart before. During World War II, they both served in different units. Back then, it was John who went home first and waited for Florence's return from Europe so they could get married.

Now on Veteran's Day, 53 years later, John and Florence are together as they reminisce with visiting soldiers from Fort Leonard Wood about their lives and their service.

John Kuzma, 81, served with the 3rd Infantry Division as a combat medic during the war. His tour took him Africa, Italy, France Germany and Austria. As a combat medic, John's job was to pick up the wounded....

"My job was to interview the wounded to find out where they were from," said Florence. "We would get in touch with their loved ones and let them know they were alive...."

John and Florence have smiles on their faces as they speak with the soldiers. They are glad to be back so they can tell their stories. One at a time they take turns. One waits on the other. John and Florence will always be waiting on each other.
Spc. Peter Fitzgerald from Waiting On A Friend, GUIDON, published November 18.

When I leave the office every day, I don't go home to my wife or my children. I don't even have a dog. But in some ways I have more. I have the barracks....

What I'm referring to is camaraderie. When I leave the office, I may not go to a place that I call home, but I do go to people that I call family.
Pfc. Tom Bradbury Jr. from Single Soldier Has One Big Happy Family, NORTHWEST GUARDIAN, December 3.

For those going through a crisis, separated from loved ones, or suffering from depression, the holiday season can evoke painful emotions that seem to snowball and cause confusion and despair. When these feelings overwhelm them, thoughts of escape and suicide become realistic options.
Staci Sands from When The Holidays Are Not So Happy, ARMY FLIER, December 2. -30-

Outstanding Army Journalists

Based on critiques and reviews—June to December 1999. This list includes editors, writers and photographers.

Pfc. Akilah C. Tigner—*Army Flier*
Rick Brunk—*Guidon*
Kim Reischling—*Guardian*
Sgt. Don Smith—*Paraglide*
Bernard Little—*Stripe*
Sgt. William Boldt—*Lamp*
Lisa Reape—*Blizzard*
Tonya L. Riley—*Cannoneer*
Jim Caldwell—*TRADOC PAO*
Pfc. Christopher Smith—*Frontline*
Spc. Christopher Porter—*Frontline*
Candice Walters—*Eagle*
Tom Larchied—*Benelux Meteor*
Spc Jon Creese—*Sine Pari*
Larry Barnes—*Inside the Turret*
Spc. Adrienne Foss—*Inside the Turret*
Spc. Christopher Stape—*Inside the Turret*
Sgt. Herschel Grangent—*Inside the Turret*
Cpl, Bryan Beach—*Mountaineer*
Jerry Haben—*Mercury*
Spc. Deb Long—*Fort Hood Sentinel*
Pfc. Mitch Frazier—*Bayonet*
Spc, Casandra Brewster—*Eagle*
Steve Miller—*Herald-Post*
Spc. Jon Cupp—*Hunter Army Airfield*
Trish Warrick—*Guardian*
Spc. Michelle L. Helms—*Signal*
Michael Mowrer—*Herald-Post*
Spc. Terrance L. Hayes—*Alaska Post*
Juan R. Melendez Jr.—*Herald-Post*
Paul Levesque—*Target*
Sgt. Chris DeHart—*Falcon Flier*
Pfc. Amy Nyland—*Bayonet*
Irene Brown—*Pointer View*
Karen Jolley Drewen—*APG News*
Diana McFarland—*Casemate*
Sgt. 1st Class Kelly Tyler—*Torii*
Michael Norris—*Pentagram*
Connie Ballenger—*Soundoff!*
Spc. Robert Hayes—*Cannoneer*
Spc. Julia Simpkins—*Torii*
Cpl. Cullen James—*Scout*
Ignacio Rubalcaua—*Herald-Union*
Bernard Tate—*Engineer Update*
Pfc. Amy L. Morris—*Army Flier*
Sgt. William Wilczewski—*Inside the Turret*
Donna Braun—*Missile Ranger*
Jason Baldwin—*Guidon*
Dave Hamilton—*Herald-Post*
Spc, Valerie Buckingham—*Courier*
Sgt. Denver Beaulieu-Hains—*Hawaii Army Weekly*
Paul Levesque—*Target*
Spc. Dahrl H. Fleet—*Courier*
Spc. Kris Adams—*Courier*

Karl Weisel—*Herald Union*
K. L. Vantran—*Soundoff!*
Suzanne Nagel—*Training Times*
Skip Vaughn—*Redstone Rocket*
Sgt. Christopher Land—*Pointer View*
Spc. Mindy Anderson—*Courier*
Connie Smalls—*Casemate*
Sgt. Melinda Kennedy—*Torii*
Spc. Joseph Mykal Scarfone—*Scout*
Pfc. Teresa Heist—*Frontline*
Staff Sgt. Wayne V. Hall—*Eagle*
Dawn Viola—*Benelux Meteor*
Staci Sands—*Army Flier*
Pfc. Geoff Simar—*Inside the Turret*
Sgt. Stacy Wamble—*Inside the Turret*
Pvt. 2 Tina Sosack—*Inside the Turret*
Nan Stinnett—*Army Flier*
Steve Snyder—*Fort Dix Post*
Harry Noyes—*Mercury*
Alicia Gregory—*Castle*
Roger Conroy—*Casemate*
Spc. Robin Baer—*Cannoneer*
Spc. Amanda Acosta—*Frontline*
Tim Hipps—*Eagle*
Sgt. Kenneth McCooey—*Army Flier*
Pfc. Stacy Lannoye—*Blizzard*
David Rudermann—*Herald-Post*
Anne Marriott Stroud—*Guidon*
Spc. Kim Brown—*Guidon*
Sandy Riebeling—*Redstone Rocket*
Spc. Patrick Curtin—*Monitor*
Beau Whittington—*Stripe*
Spc. Heather Griggs—*Paraglide*
Yvonne Johnson—*APG News*
Pfc. Chistina Bhatti—*Wheel*
Lucille Anne Newman—*Paraglide*
Sgt. Tim Usrey—*Northwest Guardian*
Spc. Bradley Rhen—*Pentagram*
Jim Fox—*Pointer View*
Sgt. 1st Class Lisa Slappy—*Traveller*
Stan Williamson—*Scout*
Paul Haring—*Eagle*
Mike Cast—*Environmental Update*
Spc. Nicole Kasem—*Frontline*
Sgt. Kap Kim—*Fort Hood Sentinel*
Beth Ortega—*Army Flier*
Master Sgt. Lisa Hunter—*Eagle*
Ed Bunyan—*Soundoff!*
Sgt. 1st Class Richard Arndt—*Courier*
Sally Shutt—*Bayonet*
Sgt. P. Johnson—*Paralide*
Sgt. 1st Class Richard Arndt—*Courier*
Catherine Stringer—*Courier*

(more)

Mike Meines—*Madigan Mountaineer*
 Spc. Sharon McBride—*Alaska Post*
 Master Sgt. Bob Haskell—*On Guard*
 Spc. Staci Mitschke—*Torii*
 Sandra Flores—*Missile Ranger*
 Pat Cataldo—*Kwajalein Hourglass*
 Walt Johnson—*Mountaineer*
 Nel Lampe—*Mountaineer*
 Beth Settle—*News Leader*
 Anthony Ricchiazzi—*Reporter*
 Spc. Sharron L. Grinder—*Signal*
 Ed Quimby—*Three Star Final*
 Staff Sgt. Donald Sparks—*Southern Star Weekly*
 Sgt. Joseph C. Barker—*Talon*
 Penelope Schmitt—*District News*
 Valerie VanKleeck—*Pointer View*
 Julie Moyer—*Crusader*
 Lisa Soule—*Crusader*
 Don Carr—*Eagle*
 Bernard Tate—*Engineer Update*
 Sgt. Tim Volkert—*Hawaii Army Weekly*

Pfc. Jody F. Fahig—*Pentagram*
 Sgt. Joel C. Davis—*Fort Wainright*
 Spc. Sherwood Goodenough—*Lamp*
 Hanako Akiyoshi—*Torii*
 Miriam Rodriguez—*Missile Ranger*
 Carolee Nesbet—*Fort Dix Post*
 Spc. Socorro A. Spooner—*Mountaineer*
 Spc. Cecile Cromartie—*Mountaineer*
 Cleo Brennan—*News Leader*
 Michele Yeager—*Reporter*
 Lt. Col. Jim Ball—*Reveille*
 Linda Lyly—*Leader*
 Carey Bryant—*Citizen*
 Noreen Vega—*Standard*
 Karen J. Martinez—*Castle*
 Staff Sgt. Ed Crowley—*Hunter Airfield*
 Oliver Feher—*Crusader*
 Roger Teel—*Crusader*
 Jean Schucker—*Cannoneer*
 Barbara Sellers—*Northwest Guardian*
 Spc. Brad Mincey—*Fort Riley Post*



Excellence in Army Print Journalism

BLIZZARD (Fort Drum) for “Deadly Combination: When Alcohol And Drugs Mix With Driving,” by Pfc. Stacy Lannoye, published December 9. “You drink, you drive, you lose.”

HAWAII ARMY WEEKLY (Hawaii) for “Ask The Garrison Commander,” by Col William R. Puttmann, published December 9.

THE KWAJALEIN HOURGLASS (Marshall Islands) for its eight-page special issue “Battlefield Images” on the 1944 battles on Kwajalein Atoll.

SOUNDOFF! (Fort Meade) for “Are You Ready?” by K.L. Vantran, published December 9. “And this year, as the world gets ready to usher in a new century, there’s a new kid on the block—the Year 2000 Bug.”

HERALD UNION (Germany) for “Admiring The Medieval Allure Of Rothenburg,” by Beth Reece, published December 1.

POST (Fort Dix) for its full-page features “Great American Families,” articles by Kyrn Westoven. Also for “Pearl Harbor Lessons Still Worth Remembering,” a history series by Steve Snyder, both published December 3.

SMDC EAGLE (Army Space/Missile Cmd) for the layout and photos in “National Missile Defense System Nails Target,” produced by the staff and published November. LuAnne Fantasia, editor.

CANNONEER (Fort Sill) for the continuing column “Squashing The Millennium Bug,” by Tonya L. Riley. Also in the same issue “Talkin’ Turkey: How Do You Cook A Thanksgiving Turkey?” also by Ms. Riley. This was a question posed to school children, and their answers are gems.

TARGET (Rock Island Arsenal) for “Monument Will Preserve The Story Of Hero Street,” by Paul Levesque, published December.

(more)

INSIDE THE TURRET (Fort Knox) for “It Is Sometimes Better To Return Than To Receive,” by Larry Barnes, published November 18.

GUIDON (Fort Leonard Wood) for “Waiting On A Friend,” by Spc. Peter Fitzgerald, published November 18.

PENTAGRAM (MDW) for “Drinking And Driving—Be A Friend, Take The Keys,” by Laura Bonner, published December 10.

COURIER (Fort Campbell) for the full-page feature “Get Real—Real Drug Free: Fort Campbell Students Speak Out With Red Ribbon Essays, Posters,” published November 18.

EAGLE (Fort Belvoir) for its page-one photo “Monumental Support,” by Paul Haring, published December 2.

SOUNDOFF! (Fort Meade) for “MPs Undergo Field Sobriety Testing Training,” by Carol Cummings and photos by Ed Bunyan, published December 16.

ARMY FLIER (Fort Rucker) for the layout in “Native American Indians Celebrate Rich Heritage At Crafts Festival,” story by Pfc. Akilah C. Tigner, published November 25.

SCOUT (Fort Huachuca) for the commentary “Thanks—To Whom? Giving,” by Cpl. Cullen James, published November 24.

COURIER (Fort Campbell) for its outstanding December 2 sports page. Also for its standing column “Consumer Corner,” written by Betty Geren.

GUIDON (Fort Leonard Wood) for “Waiting On A Friend,” by Spc. Peter Fitzgerald, published November 18.

EAGLE (Fort Belvoir) for the commentary “New Year Brings Beginning Of Days Of Chaos,” by Candice Walters. Also for “Honor Walk Crests In Veterans Day Observance,” by Staff Sgt. Wayne V. Hall. Both published November 18.

INSIDE THE TURRET (Fort Knox) for “New PAO Developments Give PAO High Hopes,” by John Rickey, published December 2. Also for the continuing column “Writing Tidbits,” by Marilyn Ardisson.

PENTAGRAM (MDW) for story and layout in “Remembrance Day Parade,” story by Kim Holien, published December 3.

NORTHWEST GUARDIAN (Fort Lewis) for the commentary “Single Soldier Has One Big Happy Family,” by Pfc. Tom Bradbury Jr., published December 3.

POINTER VIEW (West Point) for the Special Army-Navy Preview, published December 2. Irene Brown, editor.

WHEEL (Fort Eustis) for the two-page spread “Are You Prepared For Old Man Winter?” published December 2. Spc. Kerensa Hardy, editor.

DISTRICT NEWS (COE-Wilmington) for an excellent November issue. Penelope Schmitt, editor.

ARMY FLIER (Fort Rucker) for its consistently outstanding Kids Page.

EAGLE (Fort Belvoir) for “Southerner Gets Schooled In Forces’ Football Etiquette,” by Tim Hipps. Also for “Quick Thinking Saves Captain’s Life,” by Staff Sgt. Wayne V. Hall. Also for “Local Vet Witnessed First Shot At Pearl Harbor,” by Paul Haring and Kate Bissell, all published December 9.

FRONTLINE (Fort Stewart) for “Rose Interview—Truth vs. Bad Timing,” by Staff Sgt. Ed Crowley, published November 18.

SENTINEL (Camp Able Sentry) for “A Macedonian Primer—The Cultural Orientation Tour,” by Sasha Sokolovski, published November.

GUIDON (Fort Leonard Wood) for “To Baste Or Not To Baste—Americans Gobble Up The Turkey and Gravy, But Not Always At Home,” by Anne Marriott Stroud, published November 24. –30-

Journalist (J) Award Winners



Five newspapers have joined the roster of Journalist (J) Award winners:
Fort Leavenworth Lamp, Fort Huachuca Scout, Fort Monroe Casemate,
Alaska Post and USARJ Torii

Two Awards

Army Flier Eagle Guidon Inside the Turret

One Award

Fort Dix Post Blizzard Paraglide Korus Monitor Herald-Post
Guardian Pointer View Citizen Herald Union Courier Talon Training
Times On Guard Soundoff! District Times Fort Carson Mountaineer Prairie
Soldier Casemate Lamp Scout Alaska Post Torii

(from page 2)

Army Newspapers: are they “house organs?”

Years ago labeling an Army newspaper a “house organ” would invite an altercation. A house-organ tag carried the connotation that a publication was nothing more than a glory sheet for the command, and like sundials, reflected only the sunny side of life. Nothing that would or could expose problems on post should appear in an Army newspaper. A mindset that reflected the belief: *don’t air your dirty linen in public*.

It was not difficult to spot a house organ. You simply counted the number of times the commander’s name or picture appeared in an issue. Another gauge was to count the number of times an enlisted person’s name showed up in print. Still another barometer was to see which stories dealt with real-world problems affecting soldiers. A soldier’s problem soon became the command’s problem and the Army’s problem.

The 1970s changed all that. “Tell it like it is” was the word, And a vast majority of Army pubs did just that. And the Army was the better for it.

Soldiers know what’s going on around them—always have and always will. A newspaper that speaks about reality—frankly and openly—gains the confidence of its readers and establishes itself as a trusted voice of the command and the commanded.

Trust and credibility garner loyalty. And if a newspaper wants to get the word out, it needs loyal readers. I suspect there are a handful of major post newspapers today in need of such readers.